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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 12

58th Year 1988

Western Cable Show

Cable basks in California sun with climbing penetration, strong balance sheets; only cloud: telcos

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Vol. 115 No. 24

Broadcasting Dec 12

Anaheim diary...

Cable executives converge in California for Western Cable Show and latest discussion of industry issues. Cablevision's Dolan sketches cable future without basic but with variety of a la carte choices....**PAGE**

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49/***CBS OUTLOOK***
In long-term outlook through 1995, CBS says that three-network viewing will stabilize at roughly 63%, down from current 67%.

50/***TOUTING FIBER***
Washington-based public relations and management consulting firm organizes grassroots coalition, Opt In America, that it says is intended to promote development of fiber optic communications. But group's existence appears to be linked to telephone industry's desire to enter cable business.

51/***MIAMI MAKEOVER***
Television station ownership and affiliation changes, including WSVN(TV) Miami's new role as independent, are credited with helping turn Miami into one of most dynamic TV markets in country.

52/***TABLOID TV***
So far, tabloid formatted programs are among most popular shows being readied for INTV and NATPE conventions in January.

55/***RADIO SALES***
RAB's advertising projections for 1988 and 1989 show across-board gains.

58/***LICENSE RENEWALS***
FCC renews licenses of four TV stations in Ohio and Michigan after reviewing EEO challenges filed by NBMC and three Michigan branches of NAACP.

60/***UK VIEWS***
BROADCASTING speaks with two of British television's leading executives about proposed wide-ranging reforms of UK's broadcasting regulations.

62/***CITY VOTE***
NLC decides to back telephone company entry into cable business and seek legislative reforms to reregulate medium.

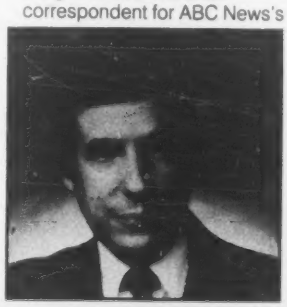
64/***STATION TRADING***
Buyers in TV station market examine factors determining how, if at all, station trading climate will change.

66/***TO THE SUMMIT***
Summit Communications Group buys RKO's WRKS-FM New York for $50 million.

68/***RTNDA WRAPUP***
ABC News's Jeff Greenfield says low level of presidential politicking and growth of "trash TV" reflect "lack of effective gatekeeping," for which TV news bears significant responsibility. □ Outgoing RTNDA President Ernie Schultz outlines organization's plans to fight congressional efforts to make fairness doctrine law, and RTNDA's plans to help minorities get established in broadcasting. □ Former NBC News President Bill Small tells news directors to prepare for next "dirty" political campaigns in 1990 and 1992.

72/***DOSE OF REALITY***
At Center for Communication seminar in New York, news magazine producers from ABC, CBS and PBS talk about their shows in relation to newest generation of reality programs that, according to one panelist, are "cheap" and "consciously exploitive."

97/***NETWORK TO NETWORK***
NBC-TV's Chris Wallace, chief White House correspondent and moderator of *Meet the Press*, resigns to become chief correspondent for ABC News's still-untitled new prime time news hour.



95/***ONCE A NEWSMAN***
Welsh-born Howard Stringer has come long way from $70-a-week log clerk at WCBS-TV to president of CBS/Broadcast Group, a CBS career spanning some 20 years, most of them in news.

97/***END OF ERA***
RTNDA's first full-time president, Ernie Shultz, announces his resignation.

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Where Things Stand

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■ *Solid box denotes items that have changed since last issue.*

AM-FM Allocations

■ Comments on FCC proposal for mandatory observance of National Radio Systems Committee standards for AM radio favored adoption of NRSC-1 audio standard rather than commission's preferred NRSC-2 emission standard. Broadcasters asked for immediate adoption of NRSC-1 with NRSC-2 adoption to follow after further refinement.

FM broadcasters commenting on proposed increases in maximum Class A station power from 3 kw to 6 kw were split over two proposed plans. Most Class A's support New Jersey Class A Broadcasters Association's plan for blanket upgrades. Most Class B and C stations support NAB plan for upgrade of about two-thirds of Class A's, excluding many in northeast U.S. Some Class A NAB members have resigned from association in protest.

NAB and other broadcast groups oppose FCC's proposed expansion of service to allow for local origination by translators, asking that rules establish translators as secondary services to fill in underserved areas of full-power stations and not as "low-power FM" stations.

NAB opposed proposal to authorize FM's using directional antennas and permitting allocation of stations in short-spaced positions, saying that an increase in FM directional antennas would lead to AM-ization of FM band. Some broadcast groups, however, favored more flexibility for FM broadcasters seeking suitable sites to locate transmission facilities.

Western Hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC is in midst of inquiry designed to help it determine how to use 10 new channels. Commission has indicated some channels will be reserved for national licensees.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†

Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

AM Stereo

Motorola's C-Quam AM stereo system has become virtual de facto standard, with adoption by 657 stations worldwide. Kahn system holds on to favor with fewer than 100 stations.

Antitrafficking

Issue essentially boils downs to reimposition of three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

Cable Regulation

■ Cable television industry remains under fire on allegations it is "unregulated monopoly." Cities approved new policy last week in Boston (see page 62), calling for overhaulof Cable Communications Policy Act next year to strengthen their regulatory grip on cable and to provide entry for telephone companies to offer competitive services. Motion picture industry and independent broadcasters have

tional television program market. Palais des Festivals, Cannes, France.

April 27-29—*Broadcast Education Association*'s 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 29-May 2—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

May 1989

May 2—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see listing above). Las Vegas Hilton, Las Vegas. Information: (212) 586-2000.

May 11—Presentation of National Media Awards by *Retirement Research Foundation* for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash, Chicago 60605; (312) 427-5446.

May 11-15—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 17-18—*Ohio Association of Broadcasters* spring convention. New Market Hilton, Canton, Ohio.

May 17-20—*American Association of Advertising Agencies* 71st annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 17-21—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 21-27—*Input '89*, international public television screening conference, "annual forum for the exchange of program ideas among producers, programers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

May 22—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York. Information: (212) 586-2000.

May 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives. Washington Marriott.

May 31—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards for excellence in local achievement, honoring stations that represent "best ideals of community involvement and service," open to all U.S. radio stations, regardless of membership in NAB. Information: (202) 429-5420.

June 1989

June 15-18—"The Use of Microcomputers in Station Management," *NATPE* management seminar. Princess Resort on Mission Bay, San Diego. Information: (215) 664-4400.

June 15-18—*Investigative Reporters and Editors* national conference. Philadelphia. Information: (314) 882-2042.

June 17-22—16th International Television Symposium. Montreux, Switzerland. Information in Montreux: (021) 963-32-20.

June 20-23—*National Association of Broadcasters* summer board meeting. Washington.

June 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Ralph Oman, Register of Copyrights, Library of Congress. Marriott, Washington.

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Sol Taishoff *(1904-1982)*

1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

Lawrence B. Taishoff, *publisher*

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Mark K. Miller, Harry Jessell, *assistant managing editors*
Leonard Zeidenberg, *chief correspondent*
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Corporate Relations

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Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837
Geoff Foisie, *chief correspondent*
Rich Brown, George Mannes, *staff writers*
June Butler, *advertising assistant*
Cecelia Tyson

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159
Tim Thometz, *Western sales manager*
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Stephen McClellan, *chief correspondent*
Steve Coe, *staff writer*

International Advertising Representatives

Europe and United Kingdom: Lucassen International, John J. Lucassen, Kamerlingh Onneslann 67, 1171 AC Badhoevedorp Amsterdam, Netherlands. Phone 31(2968)9 6226. Telefax: 31 (2968)9 3617. ■ *Japan: Masayuki Hanhara, Yukan Media Inc., 9-4-302 Miyakojima-kitadori, 2-chome, Miyakojima, Osaka, 534 Japan. Phone (06) 925-4452. Telex: 02223928.*

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being misinterpreted and giving a distorted view of the performance of syndicated shows. A major complaint was that press stories portrayed the local Cassandra numbers as national ratings, and did not differentiate between programs running in 70% or more of the country and shows running in only a handful of markets.

But with approval of the so-called Cassandra Ranking Committee, a nine-member group of representatives from the syndication industry, Nielsen has revised Cassandra and will again issue summaries to the press, starting with the November report, which is due out by the end of the month or early next month.

The report has been expanded from one to three volumes, with the first addressing performance market by market as the old report did. The second volume will provide rankings "based on equivalent U.S. ratings," said Nielsen. The company stressed that the equivalent U.S. numbers "are not equal to nor should they be referred to as national ratings." National syndication ratings, the company said, are based on peoplemeter measurements of viewing across all TV households, and are compiled in the weekly National Syndication Service report. The NSS report, however, reports only barter programs.

The Cassandra equivalent U.S. rating for a syndicated show will be calculated by adding the viewing for all stations carrying the program and dividing by the total estimated U.S. household base, which is 90.3 million homes.

The third volume will track independent and affiliate station clearances of syndicated programs. Cassandra clients may subscribe to one or all of the volumes.

The new Cassandra will also increase demographic breakouts by 11 categories and expand the number of reported dayparts. For example, in addition to prime access (7-8 p.m.), Cassandra will now also report "access plus" (6-8 p.m.).

Programs will be ranked by program genre (comedy, reality, sports, etc.) and also by three first-run categories—all first-run, first-run strip and first-run weekly—with a fourth category lumping together off-network and off-cable programs.

Nielsen also said the minimum reporting standard has changed so that programs, in order to appear in the report, must air on 10 stations, instead of the previous five. Regional programs will be reported in a separate section. □

TV viewing and children. "Contrary to popular assertions, children are cognitively active during television viewing and attempt to form a coherent, connected understanding of television programs." So concluded "The Impact on Children's Education: Television's Influence on Cognitive Development," a study commissioned by the Department of Education, written by Daniel Anderson and Patricia Collins of the University of Massachusetts-Amherst psychology department. The report comprises a review and critique of research on TV viewing.

Among other findings: no evidence that color or movement has a mesmerizing effect on children's attention, or that TV viewing is generally overstimulating to children or that it "asymmetrically influences brain development"; little evidence that pre-school or early elementary school-age children's comprehension of what they watch is poor or that TV viewing displaces valuable cognitive activities, and mixed or weak evidence that TV viewing reduces attention span or perseverance (and some indications of the opposite effect), negatively influences imaginativeness or reduces reading achievement.

Concluded Anderson and Collins: "Because children spend so much time with television, it would appear that TV must have a major impact on schooling. If it does, the nature of that impact has yet to be determined....With each successive section [of the report] we were able to claim less assurance in the reliability and generalizability of the findings" in the research studied. "We have begun to find out a great deal about television viewing itself; we have only some indications of what the cognitive effects of television viewing might be; we know practically nothing about what might modify those effects."

□

Humanities grants. The National Endowment for the Humanities has committed $10.2 million to support the making of 53 documentaries, historical and literary dramatizations, interview programs and other media projects. Among the projects, many to be aired on public television and radio, are *Simple Justice*, a five-part TV mini-series on the U.S. Supreme Court's *Brown vs. Board of Education* decision by Berkeley, Calif.-based New Images Productions (approved $1.08 million outright and $500,000 in matching grants) and *Panic and Promise: America's Depression Years, 1929-41*, a nine-part series by Henry Hampton's Civil Rights Project, which produced the civil rights history series *Eyes on the Prize* (approved $350,000 outright and $75,000 in matching grants).

Week 11 delivers 37.6 million households

NBC took week 11 (ended Dec. 4) with a 16.0 rating and a 25.7 share. ABC came in second with a 13.4/21.4. CBS closed out the week with a 12.2/19.5. Taken together, the three networks delivered a 41.6 rating, or 37.6 million households. Last year's week 11, which ended Dec. 8, 1987, came in with a three-network rating of 41.1, which translates to 36.4 million households.

ABC's Tuesday night broadcast of the *50th Barbara Walters Special* pulled in a 24.9/38 to rank second for the week.

	Nielsen		Net		Show
1.	26.7/42		N		Cosby Show
2.	24.9/38		A		50th Barbara Walters
3.	23.8/37		N		Different World
4.	22.6/35		N		Cheers
5.	22.5/38		N		Golden Girls
6.	21.2/31		A		Roseanne
7.	20.6/32		C		60 Minutes
8.	19.9/30		A		Who's the Boss?
9.	19.7/29		C		Murder, She Wrote
10.	19.6/31		A		Growing Pains
11.	19.0/32		N		L.A. Law
12.	18.8/33		N		Empty Nest
13.	18.7/29		A		Head of the Class
14.	18.7/29		N		Dear John
15.	18.6/28		N		Matlock
16.	17.9/28		N		Unsolved Mysteries
17.	17.7/28		N		NBC Sunday Movie
18.	17.6/26		N		Family Ties
19.	17.2/29		C		Knots Landing
20.	17.1/32		N		Hunter
21.	16.8/30		A		Monday Night Football
22.	16.8/29		N		Amen
23.	16.6/25		N		Night Court
24.	16.5/25		A		Wonder Years
25.	16.3/24		N		Day by Day
26.	16.2/23		C		Frosty the Snowman
27.	16.0/25		N		NBC Monday Movie
28.	15.9/23		C		Dr. Seuss' Grinch
29.	15.8/27		C		Dallas
30.	15.8/23		C		Designing Women
31.	15.6/23		N		ALF
32.	15.5/22		C		Murphy Brown
33.	15.2/24		A		Hooperman
34.	15.0/21		N		Hogan Family
35.	15.0/23		N		NBC Tuesday Movie
36.	14.7/26		N		227
37.	14.5/25		A		China Beach
38.	13.8/24		A		20/20
39.	13.7/21		A		ABC Sunday Movie
40.	13.5/21		N		Magical World of Disney
41.	13.3/22		C		CBS Wednesday Movie
42.	13.3/21		C		CBS Sunday Movie
43.	13.2/20		A		MacGyver
44.	12.9/21		C		Almost Grown
45.	12.8/22		C		Falcon Crest
46.	12.6/22		A		Muppet Family Christmas
47.	12.6/22		N		Miami Vice
48.	12.3/19		N		Baby Boom
49.	11.4/20		A		Mr. Belvedere
50.	11.4/20		C		Beauty and the Beast
51.	10.9/17		A		Dynasty
52.	10.9/18		A		Just the Ten of Us
53.	10.8/17		C		Paradise
54.	10.1/16		C		48 Hours
55.	9.5/17		N		Something Is Out There
56.	9.3/14		C		CBS Tuesday Movie
57.	9.2/13		F		Married...With Children
58.	9.1/14		F		America's Most Wanted
59.	9.0/15		N		Sonny Spoon
60.	8.9/16		N		Tattinger's
61.	7.9/13		A		Incredible Sunday
62.	7.5/13		A		Murphy's Law
63.	7.2/11		C		TV 101
64.	7.2/14		C		West 57th
65.	6.8/11		A		Knightwatch
66.	6.8/12		C		Dirty Dancing
67.	6.7/11		C		Van Dyke Show
68.	6.6/11		A		Burning Questions
69.	6.6/12		A		Police Story
70.	6.4/9		A		Track Down
71.	6.2/9		C		Annie McGuire
72.	6.2/10		F		21 Jump Street
73.	5.7/10		C		Simon and Simon
74.	5.6/8		F		Gary Shandling Show
75.	5.1/9		C		Raising Miranda
76.	4.3/7		F		Tracey Ullman Show
77.	4.1/7		F		Reporters
78.	3.7/6		F		Duet
79.	3.0/5		F		Beyond Tomorrow

* Indicates premiere episode

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